















# **Learning the United States Through Printed Word In the Principal Foreign Languages**

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# *Learning the United States through the Printed World in the Principal Foreign Languages*

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"The Americanization of alien peoples in the United States could not be fully realized unless such peoples had a medium published in their own language."

(R. S. MacElvee, Ph. D., Director,  
Bureau of Foreign and Domestic  
Commerce, Department of Commerce,  
Washington, D. C., Aug.,  
1920.)

I have before me a copy of the "EXPORT AMERICAN INDUSTRIES," also "L'AMERIQUE," "AMERICA," and "A AMERICA," published by the "National Association of Manufacturers of the United States of America" in New York City.

When I saw the Portuguese edition, I thought an illustrated periodical published in the Greek language, treating not only with commercial and industrial matters and new American inventions, but also with other subjects concerning house industries, sanitation, food, plants, animal industry and many other valuable and practical matters contained in the official "Farmers' Bulletins," the Bulletins of the Agricultural Experimental Stations and various very instructive publications of the other Departments, would certainly render valuable services to the Greeks living in the United States. Such a comprehensible illustrated publication will make the Greek intimate with American ideas and activities. His attention will be directed to new opportunities offered him, and eventually to the members of his family and his relatives, through "AMEPIKH" (AMERICA).

The Greek emigrant entering the United States begins to work in Greek candy, fruit, shoe and hat-cleaning stores, restaurants or grocery stores, where only Greek is spoken and Greek papers are read. He lives and works very hard with the sole purpose of making money and returning to Greece. He pays no attention to American matters, thinking, like most of the foreigners, that the Americans are only money-makers. He seldom reads in Greek newspapers descriptions of important American works and American genius, ideals, charities, etc. The Greek lives decades in this country and his attention is only drawn to

misdeeds of the community, rendering him totally ignorant of the merits, the talent and the character of the **true American.**

Alien peoples do not care much for lectures, or for hearing a teacher, even if the teaching is done in their mother tongue. Clearly written and illustrated matter in their native language is easily assimilated and remains in the memory of the alien to whom rightly applies the Latin motto, "**Verba volant, scripta manent.**"

The opportunity to develop important Greek trade is very favorable to our manufacturers on account of the 450,000 Greeks and Greek-speaking individuals residing in the United States. They have regular correspondence with more than two millions of their relatives living in the old and Greater Greece.

The Greeks are sending Greek newspapers and magazines published in this country to their relatives and friends in Greece. Consequently, the proposed Greek edition will be an excellent advertising medium for American manufacturers and exporters.

The size of the periodical in question should not exceed 6x9 inches and should begin with the text, so that the reader may easily separate the reading matter from the advertisements and keep it in his pocket ready to be read at any convenient time and place.

Greece is an agricultural country. The Greek is a hard-working man and likes farming.

According to Prof. Bernhard Ostorlenk, Director of the National Farm School, at Farm School, Pa., a million acres of improved land are idle in Pennsylvania, New York, New Jersey and New England.

Aliens could without much difficulty be induced to till the soil, by many arguments and examples of successful cases, which must be convincingly written in their mother tongue.

Such a practical publication, as I conceive it, will instruct the Greek and give him a complete understanding of American institutions. Furthermore, it will serve for two other purposes, namely: The absolute **inexpensive Americanization**, and the **profitable advertising** of American products among the Greeks in the United States and the whole Greece.

## MOVEMENT OF GREEK NEWSPAPERS AND BOOKS IN THE UNITED STATES

There are in the United States and Canada over 100,000 Greeks who are subscribers and readers of Greek newspapers and books. Eighteen Greek papers and periodicals are regularly published in the United States. Over thirty Greek schools, with about 5,000 pupils, are in the Union. The value of imported and domestic Greek books, sold to the Greek aliens, amounts to \$80,000 yearly. There are over 300 students and graduates in

and from American universities and other educational institutions. There are Greeks graduated with honor and who are teaching in American universities and colleges. The intellectual movement of the Greeks in the United States is highly satisfactory.

In accordance with a statement of the "RITESERVICE" Advertising Agency in New York City, the three most important Portuguese weeklies issued in the United States showed in February, 1919, a total circulation of only 27,695 copies, against 51,740 copies of only two Greek daily papers published in New York City.

The combined circulation of all papers published in the Union, in the Rumanian, Serbian, Bulgarian, Armenian and Syrian (Arabian) languages does not exceed 50,000 copies, according to the statement of the above-mentioned agency.

Our Vice-Consul, George P. Waller, Jr., at Athens, Greece, is rightly stating in Commerce Reports for May 3rd, 1918, that:

"The average Greek is an inveterate reader of newspapers, and whether at home or in café, club, or coffee shop, reads every day five or six newspapers published in Greek."

## EDUCATIONAL PROGRESS IN THE UNITED STATES UNKNOWN ABROAD

Foreigners do not quite realize the educational progress of our Republic. They do not know that in 1916 there were in the Union 574 universities, colleges and schools of technology, with 34,869 professors and instructors. The number of students—preparatory, collegiate and graduate—was 311,885.

They do not know that in 1918 we had 890 commercial schools with 289,579 students. In 1916 there were in the United States 530 professional schools with 69,275 students.

Foreigners here in the Union have no idea of the schools of agriculture, trade or industry and home economics established through the enormous energy of the Federal Board of Vocational Education, which is a strong government body only three years old. End of June, 1919, there were enrolled in said schools 194,895 pupils of both sexes, receiving instruction by a staff of 6,252 teachers.

It is not known to the general public that we have seventy agricultural colleges and about the same number of agricultural experimental stations.

Even in this country many are ignorant of the fact that in 1918, 20,853,516 pupils were enrolled in public, graded and high schools, excluding private schools, and having a staff of 663,400 teachers and principals. The annual expenditure of the United States Government amounted to \$763,678,089.



All the above figures have been extracted from the "Statistical Abstract of the United States" for 1919.

The name of the "Edison of the West," the eminent Luther Burbank, is unknown abroad. Only some scientists are familiar with his enormous and brilliant work.

We have over twenty office labor-saving machines and devices of pure American invention which are not known in the Balkan and Near Eastern States, where only the regular typewriters and mimeographs are in use.

The wonderful automatic machines for cartooning, grading, filing, cleaning, wrapping, labeling, packing, etc., etc., and the numerous labor-saving metal and woodworking machines are absolutely unknown to the peoples of the above-named countries.

A French mining engineer expressed to me lately his admiration of our unexcelled mining equipments.

America's unselfish political conduct, her universally admired philanthropic work, are sincerely appreciated by the whole world, and especially in the Balkan and Near Eastern nations, which would gladly send to us their sons for education. But, first of all, **foreigners must learn not only the material but also the intellectual forces of our great Republic.**

The suggested Greek publication will inform the Greek nation that our country offers their sons the same advantages offered by the old European nations in regard to science, and even greater advantages and opportunities having relation with technical education.

## PUBLICATIONS IN ENGLISH DO NOT PROMOTE TRADE WITH GREECE

The Greek does not understand the English language. Publications, therefore, and catalogues in English are of no use to the Greek merchant or manufacturer. On the other hand, the plethora of export and import offices, established by various creeds during the war in this country, are very seldom equipped with the needed linguistic and literary power to understand descriptions of mechanical devices in English, and to translate same intelligently, so that the advantages and use of the offered article are easily understood by the prospective customer.

With regard to the **French language**, I must herewith reproduce and maintain the following passage from a booklet which I published in Philadelphia, Pa., in 1906, under the title, "American Trade With the Levant and Its Possibilities."

"Many people think that the French language is generally understood in Greece, and therefore many American, English and some German firms are sending French catalogues and letters to that country. It is true that many educated Greeks, such as lawyers, physicians, engineers and some merchants, understand more or less of French, but the masses of the people know no more of it than they do of Chinese."



I know from personal experience how difficult it is for me not to introduce into Greece American agricultural machinery, but to sell them and at the same time to satisfy the purchaser, who should be instructed how to use them.

In 1900, I perfectly succeeded in that, first by verbal explanations of the advantages of my article, in comparison to others, and, second, by offering unlimited numbers of profusely illustrated Greek catalogues in colors, forming 36 pages, size 7x9 inches, and containing in clear Greek language distinct instructions for the use of the product of the "MacCormick Harvesting Machine Co.," in Chicago, Ill., for whom I was sole agent for Greece.

### MENTAL CAPACITY OF THE GREEK

To the passionate Greek the following motto of a German writer could very well be applied:

"Ohne Leidenschaft giebt es keine Genialitaet."

(Without passion there is no genius.)

I may mention herewith the opinions of only one American and one Englishman, very well known authorities, who studied profoundly for many years the Greek conditions and character.

There was Samuel Gridles Howe, of Boston, who states in his introduction of George Finlay's booklet, "Hellenic Kingdom and the Greek Nation," as follows:

"Compared with other nations the Greeks will be found to merit a considerable degree of freedom. Their intellectual capacity ever has been, and still is, of the highest order; their elasticity of spirit is unbroken; the Greek is never bloodthirsty, never gluttonous, never drunk; he is temperate in all but joy and grief; and the vices that disgrace his character are those caused by oppression and degradation."

On the other hand, the English author, J. P. Mahaffy, in his excellent work, "Rambles and Studies in Greece," 7th edition, 1913, presents as follows the intellectual energy of the Greeks:

"They are probably as clever a people as can be found in the world, and fit for any mental work whatever. This they have proved, not only by getting into their hands all the trade of the Eastern Mediterranean, but by holding their own among English merchants in England. As yet they have not found any encouragement in other directions; but if settled among a great people and weaned from the follies of jealousies of Greek politics, they would (like the Jews) outrun many of us, both in politics and science. However that may be—and perhaps such a development requires moral qualities in which they seem deficient—it is certain that their workmen learn trades with extraordinary quickness; while their commercial or professional men acquire languages, and the amount of knowledge necessary for making money, with the most singular apt-

ness. But as yet they are stimulated by the love of gain.

"Having been at all ages with a very bright intellect, and a great reasonableness, they have an intellectual insight into things which is consistent with the storm of wilder passion."

Our merchants and manufacturers do not realize that the commerce of the Near East is controlled by Greeks, a fact which is pointed out by all our Consuls in those countries. An equally well established fact is that the Greeks can learn America only through printed and verbal word in their own language—advertisements and catalogues in other languages is wasted time.

### A SUGGESTION

Our largest industrial organization, "The National Association of Manufacturers of the United States of America," which numbers 5,400 members and employs 6,000,000 persons, would essentially help official and private endeavors, as regards Americanization, if it would compile comparative statistical tables showing the nationality, the age, the religion, the time of living in the United States, the occupation, the wages and salaries paid, the education, the manual and mental ability, the character, the degree of loyalty shown to our institutions, etc., etc., of all races engaged in the industrial enterprises of our manufacturers.

### CONCLUSION

In the following I give a summary of the reasons which plead for the suggested Greek publication by the "National Association of Manufacturers," or the "National City Bank," "the American Manufacturers' Export Association," the "Commercial Museum of Philadelphia," or any other American institution contemplating foreign trade promotion and Americanization.

1. The needs of Greater Greece are greater than those of Portugal.

2. The density of population is greater than that of Portugal and other Latin-American states in which we have invested much money and brains.

3. The soil of Greece is almost virgin, and the mineral and agricultural products, as regards quality and quantity, unrivaled and easily accessible.

4. Following the axiom, "Distance rules commerce," Greece and all the Near Eastern States are more favorably situated for us than many Latin-American countries.

5. The commercial integrity of the Greek is unquestionable.

6. Financial Greece, despite the three wars, is in a better condition than many neutral countries.

7. The intellectual capacity of the Greek surpasses that of the Latin races.

From the foregoing, one may easily conclude that Greece, in the intellectual sense, already an important factor in the Eastern Mediterranean region, will become a world power through the splendid achievements of the pre-eminent statesman Venizelos.

Indisputably, the commercial, industrial, agricultural, etc., development of Greater Greece will be rapid and tremendous.

Making a comparison of Portuguese and Grecian conditions, we see that the figures of the following comparative table pleads very strongly and most favorably for the proposed Greek publication and supplements the above exhibited arguments.

If the Portuguese editions of so many trade papers published in the United States proved successful, I am positively convinced that the suggested Greek edition will fulfill the scope on a larger scale and be even more successful.

Had I the necessary material means, I would not hesitate one moment to embark heart and soul in the suggested work, which would, beyond any doubt, serve the interests of my natal, as well as of this, my adopted country.





## NOTES TO THE PRECEDING TABLE

1. From January 1st to October 31st, 1919, according to statistics of the Greek Government, which gives the values in Drachmas, which are transformed in U. S. Dollars of normal exchange of Drachma.

The total value of the imports and domestic exports of the United States from and into Greece during the year ended December 31st, 1919, for merchandise only, are given from the Department of Commerce in Washington, as follows:

Imports from Greece.....\$28,599,669

Domestic exports to Greece..... 40,337,038

2. In the mother country.
3. In the colonies.
4. The estimated revenue for 1920-1921 amounts to Drachmas 1,169,511,196 (\$225,715,661).
5. Bulgaria has to pay to Greece a war indemnity of gold francs 2,250,000,000 (\$434,250,000).  
Greece also claims from Germany an indemnity of gold francs 3,500,000,000  
Greece also claims from Germany an indemnity of gold francs 3,500,000,000 (\$675,500,000) for losses sustained by the activities of the German submarines to the shipping interests of Greece during the war.
6. Following a table compiled by the National City Bank of New York, and published in the "Americas" of January, 1920, Greece surpasses all the nations in gold reserve.
7. Brazil, counting 25,000,000 people, of whom only 25 per cent. belong to the white race, many of whom are illiterate. Regarding illiteracy in Brazil, I read in the excellent work, "The Brazilians and Their Country," written in 1917 by the well-known author, Mr. Clayton Sedwich Cooper, the following: "It is in the realm of elementary education that Brazil is particularly weak to-day. This is revealed in part by somewhat astonishing percentage of illiteracy, which is estimated to be not less than 70 per cent. of the entire population. To be sure, Brazil has a somewhat more complex problem than many of the South American states, because of the numbers of her negro and Indian population, especially in the north and in the interior of her extensive domain." One official excused the municipal authorities when accused of not furnishing money for a much-needed school building by saying: "How could we build a new schoolhouse when we had only enough money to build the theatre?"
8. During the same period Turkish immigrants (Turkish subjects) amounted to 312,000, of whom over 50 per cent. are Greeks.

**Remark.**—Since coal and the want of fuel and cheap transportation facilities are marked in Portugal, valuable Portuguese mines are not exploited. Per contra there exists in Greece abundantly a very good quality of lignite under progressing exploitation.

Oil fields in the island of Zante are now drilled. Also in Epirus (northern Greece), near Malissa River, British oil interests and the Royal Dutch Syndicate have received concessions in newly discovered oil fields.

There are already Greek capitalists investigating the water power of Macedonia. For the utilization of the estimated 350,000 horse-power a capital of about 170,000,000 Drachmas (\$34,000,000 at normal exchange) is needed.

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